



READ BETWEEN THE LINES

TO PROVE CIRCULATION IS NOT READERSHIP,
LET'S TAKE A CLOSER LOOK...

A STUDY TO DETERMINE READERSHIP LEVELS
FOR NEWSPAPER ADVERTISEMENTS
WAS CONDUCTED.

THE REPORT MEASURED THREE LEVELS OF
READERSHIP:

1. **NOTED:** IS THE PERCENTAGE OF READERS
WHO REMEMBERED SEEING AN
ADVERTISEMENT.
FOR EXAMPLE: THEY SAW A CLOTHING
AD.
2. **SEEN-ASSOCIATED:** IS THE PERCENTAGE OF
READERS WHO SAW OR READ ANY PART
OF THE AD WHICH CLEARLY INDICATED
PRODUCT OR ADVERTISER.
FOR EXAMPLE: THEY SAW A SEARS AD.
3. **READ MOST:** IS THE PERCENTAGE OF READERS WHO
READ 50% OR MORE OF THE WRITTEN MATERIAL
IN THE AD.
FOR EXAMPLE: THEY SAW A SALE ON SUITS
AT SEARS.



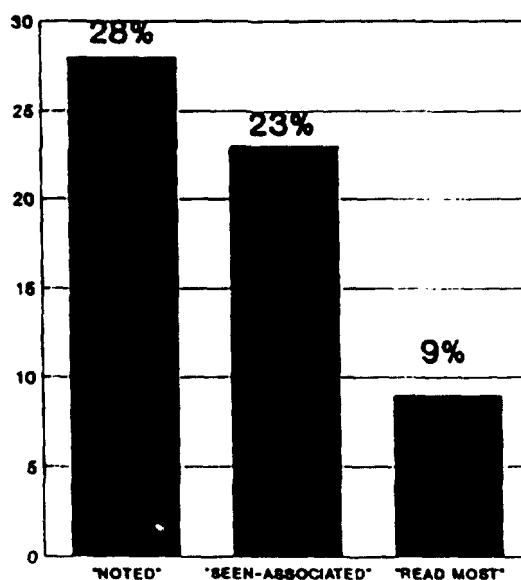
READ BETWEEN THE LINES

THE RESULTS OF THE STARCH REPORT ARE AS FOLLOWS:

- PEOPLE WHO SUBSCRIBE TO THE PAPER *MAY NOT* READ IT.
- PEOPLE WHO READ THE PAPER *MAY NOT* READ ALL THE SECTIONS.
- PEOPLE WHO READ A SECTION *MAY NOT* SEE THE ADS.

AND FINALLY, *ONLY 9%* OF THE READERS "READ MOST" OF AN AD!!

CIRCULATION IS NOT READERSHIP!





IS NEWSPAPER EFFICIENT?!?



READ BETWEEN THE LINES

NEWSPAPER IS A VIABLE ADVERTISING FORM.
HOWEVER, ACCEPT ITS STRENGTHS AND ITS
WEAKNESSES.

	
<ul style="list-style-type: none">* NEWSPAPERS ARE DETAILED ORIENTED.* NEWSPAPERS ARE ZONED TO MY AREA.* NEWSPAPER FITS MY BUDGET* MY COMPETITION IS IN THE PAPER, SO I HAVE TO BE!	<ul style="list-style-type: none">* AN ADVERTISEMENT CAN HAVE ALL THE INFORMATION TO SELL YOUR PRODUCT/SERVICE. HOWEVER, IF ONLY 9% OF THE ADS ARE "READ MOST" VERY LITTLE OF THAT INFORMATION IS REACHING YOUR CUSTOMER!!* WKYC-TV EFFICIENTLY REACHES ALL OF THE CLEVELAND ADI...INCLUDING YOUR TRADING AREA!* TELEVISION CAN BE SUCCESSFUL FOR ADVERTISERS WITH VARIOUS BUDGETS. ALSO, TELEVISION IS MORE EFFECTIVE AND EFFICIENT! TELEVISION PUTS THE MONEY YOU SPEND TO WORK!!* TELEVISION CAN SHOWCASE YOUR COMPANY! STAND APART FROM YOUR COMPETITION! ON TELEVISION YOUR NOT COMPETING WITH YOUR COMPETITORS FOR THE CUSTOMERS ATTENTION! MAKE A NAME FOR YOURSELF ON WKYC-TV!



READ BETWEEN THE LINES

THE ARTICLE GOES ON TO SAY:

'SO, WHETHER YOU NEED OUR ZONED EDITIONS OR FULL RUN, CALL BOB HAGLEY, THE PLAIN DEALER ADVERTISING DIRECTOR, AT 344-4350 TODAY. HE'LL SHOW YOU HOW TO GET THE WORD OUT. BECAUSE THAT'S WHAT YOUR CUSTOMERS WANT. AND THE CUSTOMER IS ALWAYS RIGHT.'

CONSIDER THIS:

WITH ALL THE INFORMATION JUST PRESENTED TO YOU, WHATEVER YOUR NEEDS, IS NEWSPAPER REALLY YOUR BEST VEHICLE TO "GET THE WORD OUT?"

IF YOU WANT TO "GET THE WORD OUT", GET THE FACTS ON TELEVISION ADVERTISING!

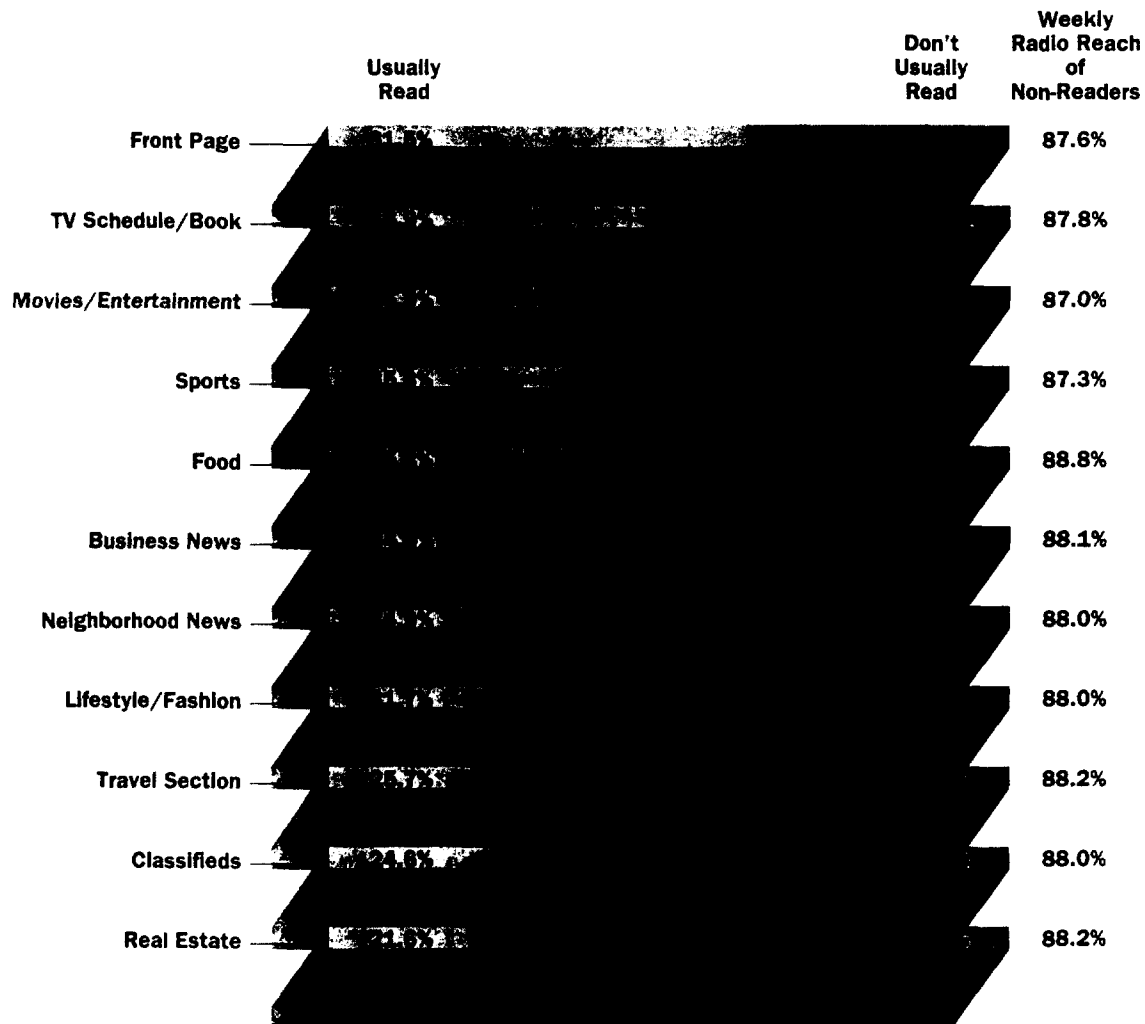
CALL ME, DANA NAGEL, AN ACCOUNT EXECUTIVE AT WKYC-TV, CHANNEL 3. MY DIRECT LINE IS 344-3449.

I WILL BE HAPPY TO SHOW YOU HOW YOU CAN PUT TELEVISION SUCCESSFULLY INTO YOUR MEDIA MIX WITHOUT INCREASING YOUR BUDGET BUT INCREASING TOP OF MIND AWARENESS AND SALES!!

NOW IS THE TIME TO LOOK INTO TV!!



Radio Reaches Customers Newspapers Miss



39

"Radio is very important to us. It works and we'll stick with it."

Arnie Greenberg
Chief Executive Officer
Snapple Beverages



COMPETITIVE MEDIA

Radio is Strong Where Television is Weak

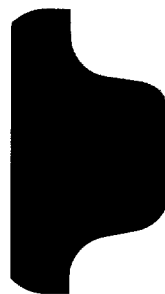
(Average Daily Time Spent, Mon.-Sun., 24 Hours)

TV Viewing Quintiles	Adults 18+	
	TV	Radio
Very Light	0:39	3:32
Light	1:36	3:29
Moderate	2:40	3:25
Heavy	4:06	3:27
Very Heavy	7:14	3:19

Each Day All Kinds of TV Viewers Listen To Radio

(Average Daily Time Spent, Mon.-Sun., 24 Hours)

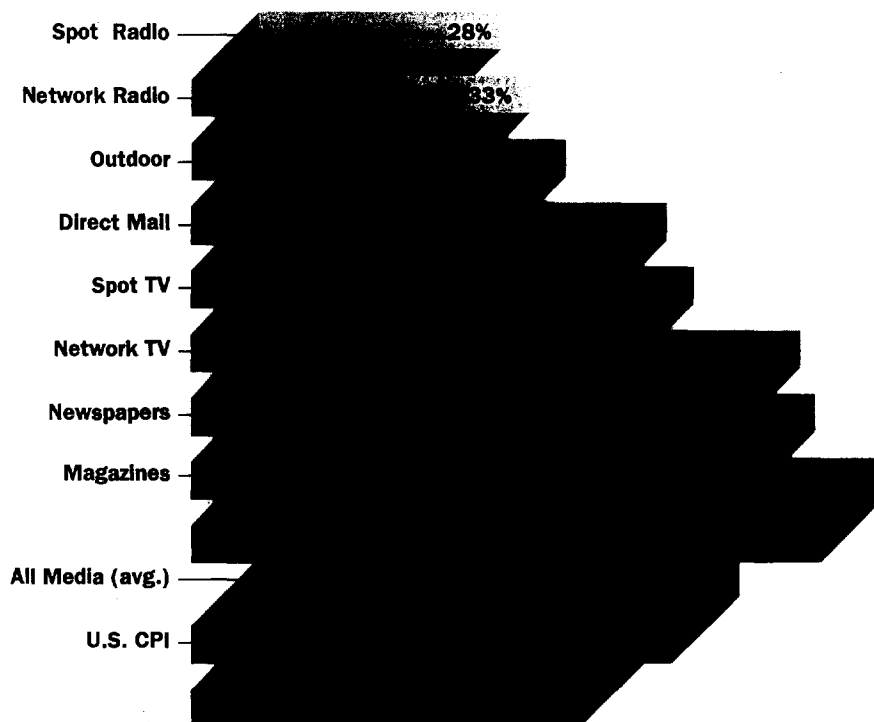
TV Viewing Quintiles	Men 18+		Women 18+	
	TV	Radio	TV	Radio
Very Light	0:35	3:41	0:40	3:24
Light	1:28	3:33	1:44	3:25
Moderate	2:24	3:28	2:55	3:21
Heavy	3:36	3:45	4:33	3:09
Very Heavy	6:38	3:20	7:47	3:18



COMPETITIVE MEDIA

Radio is Cost-Effective

(Cost-Per-Thousand Increase 1982-84 To 1993)



"Radio is the primary medium for New York State Lottery for two reasons: It reaches a captive audience, and it boosts the effectiveness of other media."

Michael Abbate
Promotions Director
New York State Lottery





A RESEARCH REPORT

CITIZEN KANE IS STILL ALIVE

...or how newspapers use
smoke & mirrors to hide the
facts

A Rebuttal to Newspapers' Claims

Prepared by the **TVB** Research Department

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

A Rebuttal of Newspapers' Claims About Newspaper and Television Advertising

TVB's recent **Sales Power II Video Conference** featuring John Mennenga, of the newspaper rep firm **Sawyer Ferguson Walker**, offered you the opportunity to eavesdrop on the type of conversation that takes place between newspaper salesmen and their clients--who are your clients, or potential clients, as well.

Mr. Mennenga's comments are representative of the very way that newspapers respond to advertisers' questions regarding television. As frustrating as it is to hear those statements, we now have a much better opportunity than ever before to counter the anti-TV, pro-newspaper story as it is being told in your market today.

On the following pages you will find rebuttals to some of the larger issues such as "Newspaper Strengths" and "Television Weaknesses," which Mr. Mennenga raised in his presentation. We hope you will use these as a starting point with your sales staff to develop your own local market rebuttals.

While the information we have used is national in nature, you can replicate it with your own local market data. If you are missing any specific newspaper or television data for your market, call TVB's Research & Development Department; (212) 486-1111. We will try to fill in the blanks.

Refuting Newspapers' Claims

(1) Newspapers say they "outreach" television.

FACT:

During the average week, television reaches 90 to 95% of all adults while newspapers reach only 70 to 80% of all adults.

Source: TV Dimensions '91

(2) Newspapers say their readership is increasing.

FACT:

Between 1980 and 1990, newspaper readership continued its decline among adults in every demographic group.

Among adults 18 to 24, for example, readership declined from 59.4% in 1980 to 53.0% in 1990.

Listed below are selected examples of the readership decline:

Daily Newspapers Net One-Day Reach

	1980	1990	Decline 1980 - 1990
Adults:	66.9%	62.4%	-4.5%
18-24	59.4	53.0	-6.4
25-34	62.1	58.1	-4.0
35-44	70.0	65.7	-4.3
45-54	73.2	68.1	-7.1
55-64	75.1	68.7	-6.4
Men	69.2	64.5	-4.7
Women	64.8	60.5	-4.3
HH Inc.:			
\$50,000+*	80.4	73.9	-6.5
H.S. Grad.	71.0	62.1	-8.9
Some College	73.8	69.0	-4.8
Mgr./Adm.*	78.5	74.6	-3.9

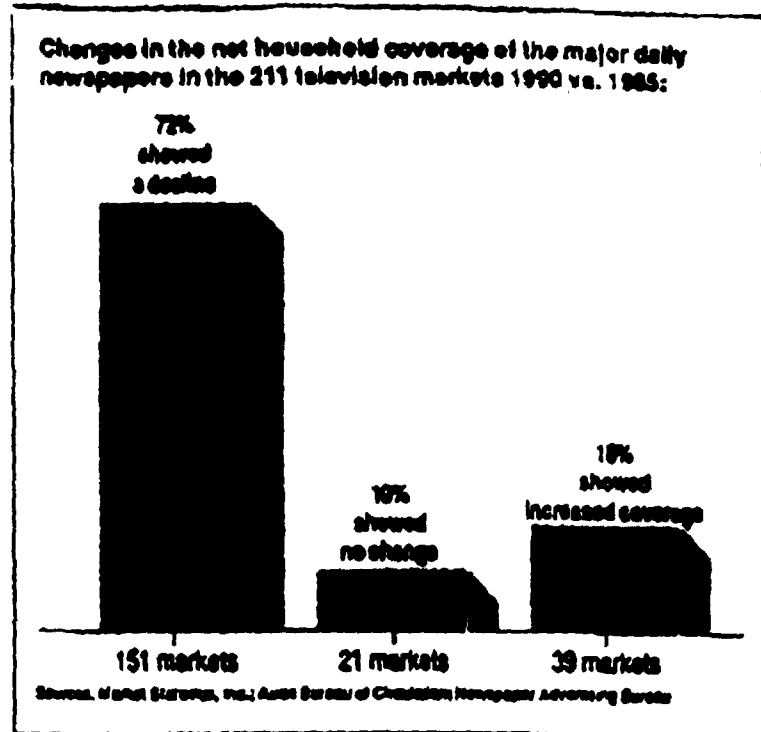
*1985 data; 1990 data n/a

Source: Simmons Market Research Bureau

FACT:

The chart illustrates the change in net household coverage by the major daily newspapers in the 211 television markets between 1985 and 1990.

Almost three-quarters of the markets (72%) posted declines during the five-year period, while only 18% recorded gains.

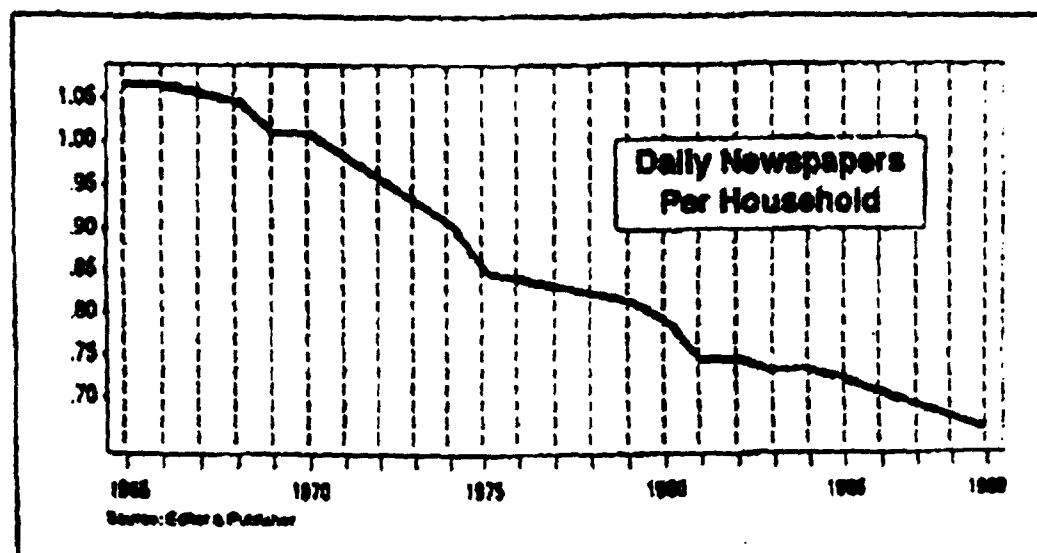


FACT:

Between 1965 and 1989, U.S. households grew from 56.9 million to 92.0 million (+62%) while total daily newspaper circulation went from 60.3 million in 1965 to only 62.6 million in 1989 (+4%).

As a result, daily newspapers per household declined from 1.06 in 1965 to 0.68 in 1989.

Despite what newspaper representatives say, circulation does count as a valid benchmark of newspapers' ability to cover the marketplace. The chart below suggests that the ratio of daily circulation per household will continue its downward trend in the future.



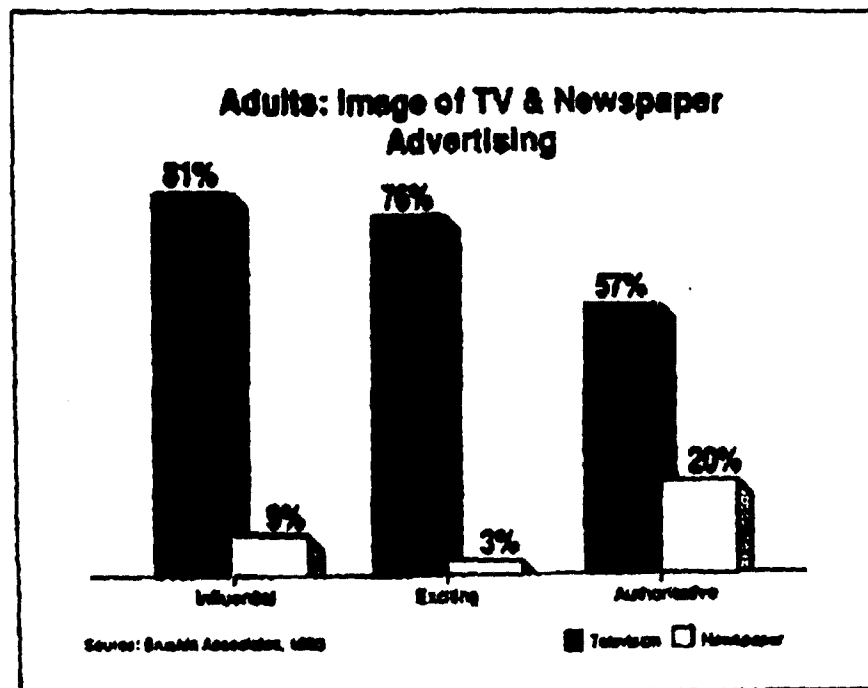
(3) Newspapers say newspaper advertising is "more effective" and that "influential" is not a valid criteria of advertising effectiveness.

FACT:

Television, with its sight, sound, motion and emotion, is significantly more effective for selling goods and services than newspapers. These inherent characteristics of television allow an advertiser to present a dramatic message that can be both more intrusive and impactful than advertising in any other medium. And these qualities determine the "effectiveness" of advertising and the ability of an advertising medium to influence the public's purchasing decisions.

The newspaper industry has misapplied the term "influential" to the advertised product or service rather than to the advertising medium itself. Instead, it is the environment in which an advertising message is carried that influences people to buy advertised products or services.

Which of these kinds of advertising (1) has the most influence on people, (2) is the most exciting, (3) is the most authoritative? Adults in each case voted overwhelmingly for television advertising over newspaper advertising. It is this perception of television advertising that creates added value for those products or services that are advertised on television.



(4) Newspapers say "color" improves the effectiveness of newspaper advertising.

FACT:

The average "noting score" for a newspaper ad improves only about 5 or 6 percentage points with the addition of color. The premium of 25% for the addition of color seems a high price to pay for this modest gain. Color, of course, is free on television.

Source: Starch INRA Hooper

(5) Newspapers say "noting scores" are not a valid measure of newspaper ad readership. That they were created for the sole purpose of copy testing.

FACT:

Starch measures three degrees of ad readership:

- A. Noted:** the percentage of readers of the issue who remembered seeing the ad
- B. Associated:** the percentage of readers of the issue who remembered they had seen or read any part of an ad that clearly indicated the brand or advertiser
- C. Read Most:** the percentage of readers of the particular issue who read 50% or more of the copy in the ad

The Starch "associated" and "read most" scores are often used for testing the effectiveness of an ad's copy and artwork. On the other hand, "noted scores"--in spite of what newspaper people say--are a valid measure of a reader's exposure to advertisements as it relates to such factors as size, section, color and positioning.

(6) Newspapers say *television is a fragmented medium.*

FACT:

While more fragmented than in the past, over-the-air television is still the only medium that is able to deliver total market coverage.

Among all television households, including those with basic and pay cable, about three-quarters of all the viewing is to commercial over-the-air television stations.

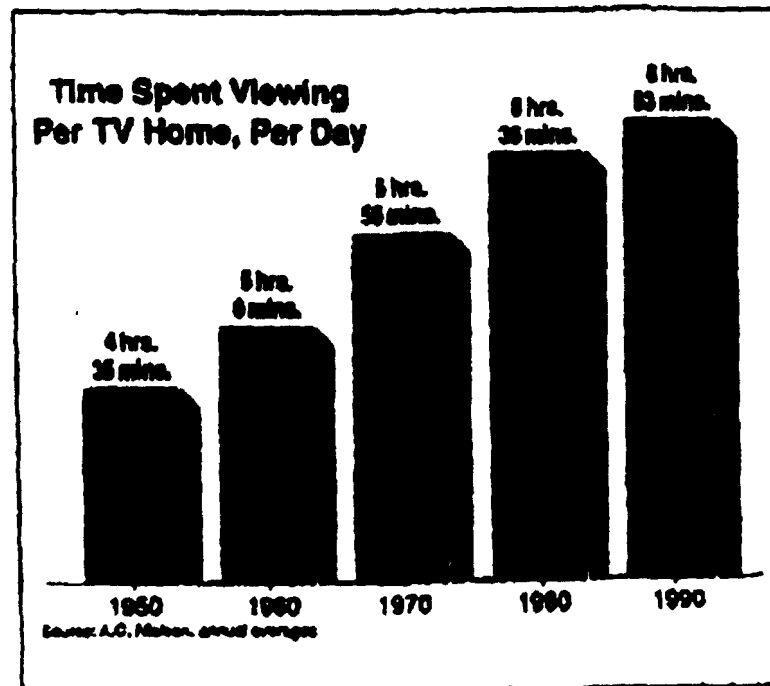
And a television advertiser can be confident that commercial over-the-air stations can reach over 90% of the households in a market during the course of the week.

Source: A.C. Nielsen

(7) Newspapers say *television's audiences are shrinking.*

FACT:

Rather than shrinking, television viewing has shown increases decade after decade.



(8) Newspapers say television has a downscale audience skew.

FACT:

Television's reach advantage is documented for every major upscale demographic group: upper income, better educated, professional and technical. Everyone watches television, and television reaches many more adults daily than newspapers.

These same upscale demographic groups spend more than four times each day with television than with newspapers.

	Adults:			
	Percentage Reached Daily		Time Spent Daily (in minutes)	
	Television	Newspapers	Television	Newspapers
Household Income: \$50,000+	86%	71%	191	41
Education: College Grad.	85%	75%	184	46
Occupation: Prof./Tech.	85%	68%	186	35

Source: Bruhn Associates, 1980

(9) Newspapers say television viewers are not watching the commercials.

FACT:

During the broadcast day, 98% of men and 96% of women viewers pay either "full" or "partial" attention to television.

Proportion of Average Half-Hour TV Viewers at Various States of Attention

	1990 Men	Women
Full Attention	67%	58%
Partial Attention	31%	38%
Out of Room	2%	4%

Source: Simmons Market Research Bureau, 1990, Sunday through Saturday, all hours

(10) Newspapers say television viewers are "zapping" and "zipping" commercials.

FACT:

Zapping occurs when a viewer switches channels during some portion or all of a commercial. According to Gallup & Robinson Inc., 82.5% of television viewers do not switch channels during a commercial break.

Extent of Dial Switching During Breaks

	<u>% of Viewers</u>
None	82.5%
Occasionally	12.2
More than half the time	<u>5.3</u>
Total	100.0%

Source: Gallup & Robinson's In-View Testing System

FACT:

"Zipping" is what a VCR owner does when he or she fast-forwards over commercials while viewing a previously taped program.

Gerard Broussard, vice president, media research director, Vltt Media International, points out that the recording of programs accounts for only a small percentage (3%) of television activity and that zipping, therefore, is really a minor problem. If the VCR owner records during viewing, then he or she is viewing the commercial. If the recording is done while the set is off some of the commercials may be "zipped" when the program is played back. But many are not, and this viewing becomes a bonus for the advertiser.

(11) Newspapers say television viewers have declining commercial recall.

FACT:

People who measure whether viewers can recall the last commercial they saw in a pod that may contain four to six commercials (the ongoing methodology employed by the Newspaper Advertising Bureau) demonstrate a lack of understanding of how television advertising works.

Television is a reach and frequency medium. It reaches huge numbers of people. The effectiveness of an advertiser's message--getting consumers to respond to the commercial--relates directly to the number of times prospective consumers see the commercial message.

A single commercial is part of an overall campaign. Repeated exposure to that campaign enables the viewer to become aware of a featured product or service and retain awareness of that product or service. This, in turn, creates the climate in which to purchase that product. It is this process, plus reach and frequency, that makes television the more effective advertising medium.

FACT:

Burke & Co. is in the forefront of television recall studies. Most Burke tests are for products appealing to or used/bought primarily by women. As the following table reveals, the typical recall level (the percentage of viewers who remember a commercial, its advertised brand and at least one element in the message) for 30-second spots remain constant over the years.

**Average Recall Scores for Women
for 30-Second Messages**

	<u>Recall Score (%)</u>
1966-67	21
1968-72	22
1973-78	24
1979-81	23
1989*	22

*This norm is an average of several prior years.

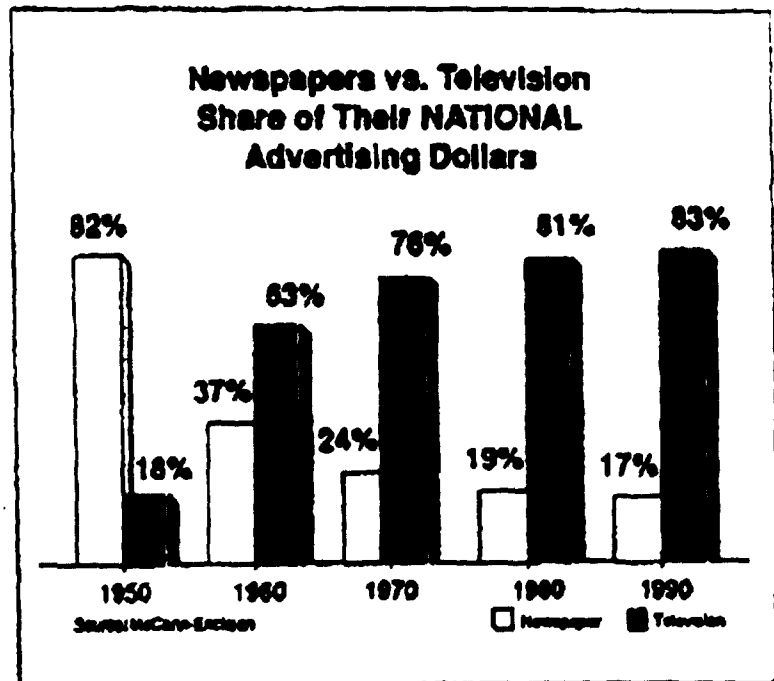
Source: TV Dimension's compilation from various Burke normative reports.

(12) Newspapers say they are out to "steal share" of national advertising dollars from television.

They are attempting to do this by using new creative strategies--color, electronic transmissions, standardized research, standardized advertising units (SAUs) and billing--as well as "creative pricing."

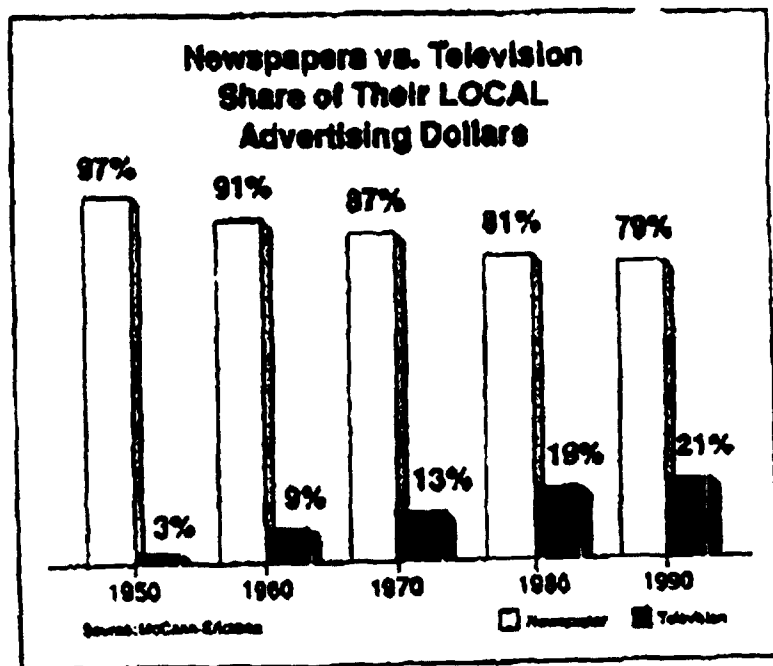
FACT:

In spite of all of these efforts, national advertisers continue to place their confidence--and dollars--in television advertising. As the chart indicates, television's share of newspaper and television national advertising dollars continues to increase while newspapers' share continues to decline.



And the local advertising picture...

Newspapers have traditionally enjoyed a large lead over television for a share of local advertising dollars (which includes classified advertising). While newspapers still account for the major share of newspaper and television local advertising dollars (79%), television continues to increase its share of these local dollars.



Therein Lies the Challenge for TVB And Its Member Stations:

Because newspapers are an "older" advertising medium as compared to television, they have an entrenched position within the local advertising community. This was true when television was first introduced, and it remains so today.

While the television advertising community experiences continuing success in capturing an increased share of local advertising dollars from newspapers, the pace has been slow and we still have a long road to travel.

The challenge of the '90s for TVB and its member stations is to increase our efforts to gain an even greater share of local ad dollars from newspapers. If we commit ourselves to this goal--and dedicate ourselves to meeting this challenge--by the end of the decade, television could account for 30% of local advertising dollars placed in newspapers and TV.

While the newspaper industry states it is going "all out" to increase its share of national advertising dollars, the fact is it hasn't succeeded yet and won't be successful in the future.

The television industry must do locally what the newspaper industry is trying to do at the national level. And TVB is committed to supplying you--our member stations--with whatever marketing, research and promotional tools it takes to help you gain a greater share of those local ad dollars.

Radio Is Sound, but...

The fact that a radio station has the ability to reach a small segment of the population in its broadcast area has never been questioned.

But each year, due to an increasingly competitive retail environment, more local advertisers are investing more advertising dollars in broadcast television. Today, local advertisers invest \$1.3 billion a year more in television than they do in radio. Why? Because these local advertisers know broadcast television advertising:

- reaches more of their prospective customers—whatever their sex, household income, education or occupation
- reaches more of their prospective customers for longer periods of time each day
- is perceived by more of their prospective customers as the most influential, authoritative, believable advertising medium.

On the following pages we have detailed for you all the latest facts and figures about the radio industry today...with comparable television data.

We have evaluated radio as an advertising medium by comparing it, point by point, with television.

We think you will be able to judge for yourself which is the better medium to help you achieve your marketing goals and...the bottom line...which is the better medium for creating increased sales and profits.